



**McDowell Road/South Scottsdale Economic Development Task Force
ASU SkySong, Convergence Conference Room #129
1475 N. Scottsdale Road
Scottsdale, AZ 85257
January 28, 2010
APPROVED MINUTES**

Present: Tom Sadvary, Chair
Kurt Brueckner
Michael Fernandez
Jeremiah Foster (arrived at 5:13 p.m.)
Todd Hardy
Sonnie Kirtley
Virginia Korte
Eric Larson
Wendy Lyons (arrived at 5:26 p.m.)
Tom Mason
Paul Messinger
Jay Petkunas

Absent: George Adams
Jim Atkinson
Ed Gawf

Staff: Rob Millar
Ross Cromarty
Mark Hunsberger
Erin Perreault
Harold Stewart
Kelly Ward
Kit Weiss

CALL TO ORDER/ROLL CALL

Chair Sadvary called the regular meeting of the McDowell Road/South Scottsdale Task Force to order at 5:09 p.m. A formal roll call confirmed the members present as stated above.

1. **Approval of January 14, 2010 Summarized Meeting Minutes (Action)**

Approved

Michael Fernandez noted that he left the meeting at the break, so that votes taken after the break should reflect that.

TOM MASON MOVED TO APPROVE THE JANUARY 14, 2010 MCDOWELL ROAD/SOUTH SCOTTSDALE ECONOMIC DEVELOPMENT TASK FORCE MEETING MINUTES, AS AMENDED. TODD HARDY SECONDED THE MOTION, WHICH CARRIED UNANIMOUSLY BY A VOTE OF TEN (10) TO ZERO (0). JEREMIAH FOSTER AND WENDY LYONS WERE NOT YET PRESENT. GEORGE ADAMS, JIM ATKINSON, AND ED GAWF WERE ABSENT.

2. Task Force City Council Report Items (Discussion and Possible Action)

Saying that they are at the wind-down phase of this initiative, Chairman Sadvary noted how much work the Task Force has accomplished over the past six months. He asked the Task Force members to focus on Draft 3 of the report, the unabridged version which talks about their charge, the process, the membership, and the people they met with. He suggested starting by reviewing the recommendations, since that will likely be Council's focus. He asked whether Jay Petkunas' suggestion to break into small groups if extensive wordsmithing becomes necessary is appropriate. Rob Millar said sub-committee breakouts were not noticed.

Jay Petkunas proposed designating a team of three to take the team's feedback and be responsible after the meeting to wordsmith without making any substantive changes. This would save time for discussion of more significant matters. Chairman Sadvary suggested first seeing how much wordsmithing would be needed. After they have reviewed the recommendations, they need to resolve the vision statement. Staff has created a revised map, which is a hybrid of the original map, Ed Gawf's map, and discussions at the last meeting. Chairman Sadvary said they will need a motion to approve the map, which illustrates the work of the Task Force over the past months.

Chairman Sadvary directed the attention of Task Force members to page 6, Task Force Recommendations. He told them he received official word from Dr. Jan Geller of Scottsdale Community College confirming that the Maricopa Community College District Governing Board approved the Scottsdale Community College purchase of the former Heard property on the south-west corner of Pima and McDowell Road. They plan to move their Fire Science Building there. Chairman Sadvary requested a motion that the Task Force endorses the College's decision in order to put it in the body of the report to memorialize what the Community College is doing.

PAUL MESSINGER MOVED THAT THE TASK FORCE ENDORSES THE DECISION OF SCOTTSDALE COMMUNITY COLLEGE TO PURCHASE THE FORMER HEARD PROPERTY AT THE SOUTH-WEST CORNER OF PIMA AND MCDOWELL ROADS. SECONDED BY VIRGINIA KORTE, THE MOTION CARRIED BY A VOTE OF ELEVEN (11) TO ZERO (0). WENDY LYONS WAS NOT YET PRESENT. GEORGE ADAMS, JIM ATKINSON, AND ED GAWF WERE ABSENT.

Approved

Chairman Sadvary noted that Harold Stewart, Managing Executive Director, Economic Vitality, was in attendance to answer questions. Chairman Sadvary explained that on page 7, City Efforts to Promote Redevelopment, 2b, GPLET, Government Property Lease Excise Tax, is apparently in conflict with the recommendation on page 6 that the redevelopment area designation should be eliminated.

JAY PETKUNAS MOVED THAT IN THE SECTION REGARDING THE CITY EFFORTS TO PROMOTE REDEVELOPMENT AND TO ATTRACT AND RETAIN BUSINESSES, NUMBER 2 B BE REPLACED WITH IMPROVEMENT DISTRICT BOND FINANCING. ERIC LARSON SECONDED THE MOTION.

Eric Larson asked Harold Stewart to explain the implications of doing away with the possibility of using GPLET, which could potentially be used to finance an events center or other things they are recommending. He wanted to be sure that everyone on the Task Force has a clear understanding before they vote. Mr. Stewart explained that it is possible to do GPLETs outside of redevelopment areas, but to use the full power of a GPLET it should be inside an existing redevelopment area. He outlined other purposes of redevelopment areas. If they want to create an official organization in which all businesses would participate, they would have to put a redevelopment area in place. Improvement district bonds are a great tool that is used Downtown for public area improvements. Noting that a widespread objection to redevelopment areas is that property can be condemned, Mr. Stewart told the Task Force that in their recommendations they can ask Council to establish a policy that regardless of the power of the state, the City would not use condemnation.

Sonnie Kirtley asked if any projects on small parcels have used GPLET. Mr. Stewart said not in Scottsdale. Eric Larson asked if any of the recommendations would no longer be feasible if GPLETs are not used. He noted that Mesa is the City's biggest competitor for a potential activity center, and the potential Mesa project might be located on a GPLET type project. He wondered whether they would lose their competitive edge by eliminating GPLETs.

Pointing out that in version one of the report GPLETs are not mentioned, Michael Fernandez asked where this idea came from. He referred them to draft version 1, page 9. Jay Petkunas said it was omitted from the first draft and the Task Force voted to add it after he left the previous meeting. Mr. Fernandez said he has a problem with something being added after draft version one was voted on. He said he would review the meeting minutes before the Task Force votes on the motion on the floor. Chairman Sadvary pointed out that if the motion passes it would be immaterial, since the motion is that GPLETs be eliminated.

Todd Hardy asked Harold Stewart if there is any benefit to providing that if they leave GPLETs in the recommendations that they are only to the extent available without a redevelopment district. Mr. Stewart replied that the GPLET will be available as a tool until and unless the state law is passed. They could make that recommendation to City Council. He noted that in Arizona there are very few ways to support new developments, even in redevelopment areas. GPLETs are a way to encourage development. If they specifically want to encourage development in the McDowell

corridor, the market may or may not be responsive to the recommendations. If the tools are precluded it will be harder to encourage development.

Michael Fernandez said as the owner of a small business in Downtown Scottsdale, he is in favor of getting rid of the redevelopment area because it is so hard to get financing.

JAY PETKUNAS MODIFIED HIS MOTION BY REFERRING TO PAGE 7 OF VERSION 3 OF THE DRAFT RECOMMENDATIONS, UNDER “CITY EFFORTS TO PROMOTE REDEVELOPMENT AND TO ATTRACT AND RETAIN BUSINESSES” SECTION 2, AND MOVED THAT IN SUBSECTION B AFTER THE WORDS “LEASE EXCISE TAX” THEY ADD “(TO THE EXTENT POSSIBLE),” AND THEN ADD ANOTHER SUBSECTION D, WHICH INCLUDES IMPROVEMENT DISTRICT BOND FINANCING.

Chairman Sadvary asked whether the motion also is to eliminate the redevelopment area designation, and Jay Petkunas said it is not. Michael Fernandez read part of the minutes of the last meeting. He noted that CDC was not mentioned in the motion at that meeting. He opined that the motion on the floor should be tabled until they can have a better understanding of the implications. Chairman Sadvary pointed out that the report has to be submitted to City Council on Monday. Mr. Fernandez objected that they are being asked to vote on something that was not a complete document. CDC was not included in section 2. He argued that this is not being done correctly. Vice Chairman Bruckner suggested having a full discussion followed by a vote to satisfy everyone’s concerns. If something is missing, it should be corrected.

Michael Fernandez asked Kelly Ward if they can go forward with this, since CDC was not included as item d under section 2. Mr. Ward summarized that the question is whether version 3 of the draft is faithful to the Task Force’s previous instructions. That is a topic for the Task Force to discuss. Once the question is resolved, they can vote on recommendations. The fact that the question is raised does not obstruct the Task Force from conducting its business.

Chairman Sadvary asked Rob Millar how staff had worked on the third draft and whether there is an inconsistency between what the Task Force agreed upon at the last meeting and the contents of the report today. Mr. Millar said that tonight they have an opportunity to look at the draft document and make any final changes before it goes to City Council. He stressed that anything in the document can be amended this evening.

Michael Fernandez said that Ed Gawf wanted the Community Development Corporation mentioned if redevelopment areas will not be recommended. The CDC option should have been in the draft. Jay Petkunas said the omission of CDC was an oversight. Everyone agrees it should be included. The question is whether to include the GPLET, which may be moot if they recommend doing away with redevelopment areas. Chairman Sadvary noted that CDC will be added to section 2 d. He requested that Mr. Petkunas restate his motion.

JAY PETKUNAS WITHDREW HIS PRIOR MOTIONS.

Approved

JAY PETKUNAS MOVED THAT IN SECTION 2 UNDER THE CITY EFFORTS TO PROMOTE REDEVELOPMENT AND TO ATTRACT AND RETAIN BUSINESSES SECTION, UNDER ITEM D "CDC" BE ADDED, UNDER ITEM B AT THE END OF GOVERNMENT PROPERTY LEASE EXCISE TAX, GPLET, "(TO THE EXTENT POSSIBLE)" BE ADDED , AND THAT ITEM E BE ADDED AS FOLLOWS "IMPROVEMENT DISTRICT BOND FINANCING." TODD HARDY SECONDED THE MOTION.

Chairman Sadvary clarified to Michael Fernandez that the recommendation to eliminate redevelopment areas stays in the report.

THE MOTION CARRIED BY A VOTE OF TEN (10) TO TWO (2). ERIC LARSON AND PAUL MESSINGER WERE OPPOSED. GEORGE ADAMS, JIM ATKINSON, AND ED GAWF WERE ABSENT.

Chairman Sadvary asked the Task Force members if anything of substance is missing from the recommendations, as decided at the last meeting. Tom Mason asked Rob Millar if he had met with Ed Gawf to work on the new map. Mr. Millar said the map depicts the target boundaries identified by the Task Force. A separate map based on Mr. Gawf's map will be included in the report if the Task Force agrees tonight.

Chairman Sadvary noted that Ed Gawf sent in some comments. In 3 under Area Infrastructure, he thought that the list was too long. Chairman Sadvary opined that the list reflects their decisions and he is inclined to either rank the list or leave it as is. Jeremiah Foster recalled a previous comment about ranking the list. Vice Chairman Brueckner suggested putting a footnote on the pages to state that the list is ranked in order of priority. Rob Millar pointed out that the new version 3 does say "prioritized."

Tom Mason said he did not realize these were going to be recommendations. He is comfortable with saying that these proposals should be investigated more thoroughly, but has a problem with stating that the Task Force recommends these proposals. Chairman Sadvary pointed out that the language states the Task Force recommends that these proposals be investigated more thoroughly. Mr. Mason pointed out that in discussion, everyone refers to them as recommendations, which is misleading.

Sonnie Kirtley said she had recorded the votes on the proposals and they do not currently appear in ranked order. The second proposal in fact received more votes; the first two items on the list should be reversed. Chairman Sadvary thanked her for catching this.

Todd Hardy commented that the vision statement now seems bland. Some of the ideas that were discussed should be restored. Rob Millar said that would be discussed later in the meeting. Chairman Sadvary said he wanted to go through the recommendations and then look at the vision statements.

Sonnie Kirtley noted that on page 7 under City efforts, under number 1, the final bullet is almost identical to 2. She suggested deleting the bullet point.

Approved

TODD HARDY MADE A MOTION THAT NUMBER 8 BE AMENDED TO REFLECT THAT THE PLAN TO RETAIN CAR DEALERSHIPS WOULD NOT INCLUDE FINANCIAL INCENTIVES ON THE PART OF THE CITY.

Sonnie Kirtley noted there is a problem with that because they recommended a reduction in some fees, which is a financial incentive. She suggested eliminating it. Virginia Korte said this is a moot issue, opining that there is nothing the City can do to retain the existing dealerships. She suggested eliminating item number 8.

TODD HARDY WITHDREW HIS MOTION.

VIRGINIA KORTE MOVED TO ELIMINATE NUMBER 8 UNDER THE CITY EFFORTS TO PROMOTE REDEVELOPMENT SECTION. JEREMIAH FOSTER SECONDED THE MOTION.

Michael Fernandez noted that under Area Infrastructure and Amenities on page 7, mention is made of exploration of revenue sharing with regard to auto retail and employment with the Salt River Maricopa/Pima Indian Community. He suggested removing that also. Jay Petkunas said that number 8 relates to the existing dealerships on McDowell. The proposal to locate dealerships closer to the 101 on the Indian Community in exchange for infrastructure is completely different. Chairman Sadvary concluded they can eliminate number 8 without eliminating that proposal. He recalled that Dave Reichert presented this concept two meetings ago. Mr. Fernandez said he did not realize that negotiations had actually started. Mr. Petkunas said at this point no formal negotiations with the Indian Community have taken place.

THE MOTION PASSED BY A VOTE OF SIX (6) TO ONE (1). MICHAEL FERNANDEZ DISSENTED. FIVE (5) TASK FORCE MEMBERS ABSTAINED. GEORGE ADAMS, JIM ATKINSON, AND ED GAWF WERE ABSENT.

Rob Millar drew the Chairman's attention to another conflict. In section 3 on page 8, the Task Force approved this as part of Ed Gawf's version, but at the end of the meeting, the Task Force took a vote to recommend that the Task Force sunset. He read Sonnie Kirtley's motion on page 17 of the minutes of the last meeting, which does not identify a specific group to continue the work of the Task Force. Chairman Sadvary explained to Virginia Korte that number 3 is more proscriptive in terms of what the oversight body should be. Under Next Steps on page 9, there is less specificity. Mr. Millar said a variety of different existing bodies might take on oversight of different components of the plan. Ms. Korte suggested eliminating number 3. However, in that section the Task Force wanted a specific planning department staff member assigned to work on this, which is an important point. She argued that having a staff member assignment is key.

VIRGINIA KORTE MOVED TO REPLACE THE LANGUAGE OF ITEM #3 UNDER THE "CITY EFFORTS TO PROMOTE REDEVELOPMENT AND TO ATTRACT AND RETAIN BUSINESS" HEADING WITH "CITY COUNCIL SHALL TERMINATE THE TASK FORCE AND DETERMINE APPROPRIATE MEANS FOR TRANSITIONING LEADERSHIP TO EXISTING BODIES IN IMPLEMENTING ANY

RECOMMENDATIONS. IT IS FURTHER RECOMMENDED THAT A SPECIFIC PLANNING DEPARTMENT STAFF MEMBER BE ASSIGNED TO THIS DUTY.” JAY PETKUNAS SECONDED THE MOTION.

Jeremiah Foster questioned whether there was redundancy between the addition of the CDC made earlier tonight and the current topic of discussion. After brief discussion, Rob Millar clarified that the CDC and the Council Subcommittee for Economic Development are two separate bodies. At the request of the Task Force, Virginia Korte restated her motion.

THE MOTION PASSED BY A VOTE OF NINE (9) TO ONE (1), WITH MICHAEL FERNANDEZ DISSENTING. GEORGE ADAMS, JIM ATKINSON, AND ED GAWF WERE ABSENT.

On page 9, Sonnie Kirtley recalled that the original Task Force recommendation was for a cross-departmental staff team. She asked for a definition of the term “work program” as used here. Rob Millar said it means an annual work plan. The Task Force members concurred that the expression “work plan” should be used.

Chairman Sadvary said they want to be sure that the report is clear. Jay Petkunas had noticed inconsistencies in sentence structure, punctuation, and capitalization. Some points are reiterated. He had marked a copy of the draft report with his suggestions. Rob Millar recalled Mr. Petkunas’ earlier suggestion that a small group of Task Force members volunteer to work on wordsmithing with staff, which might be a better use of time. Chairman Sadvary asked him to issue the Task Force members with copies of the final report before it is issued to City Council. Sonnie Kirtley volunteered to work with Mr. Petkunas and staff on wordsmithing.

Michael Fernandez asked if the Task Force would come up with a brand. Chairman Sadvary said that although Ed Gawf had suggested this, he himself was not sure that the Task Force has the expertise necessary to create a brand, and it is not part of their charge.

Wendy Lyons said in her experience branding requires a lot of work and market research. They could perhaps recommend some names for testing, given the short time left. Michael Fernandez suggested that after all their work it would be good to have some input. Perhaps staff could come up with a brand and they could vote on it. Ms. Lyons explained that market research is essential to be sure that the name resonates. After a brief discussion, Jay Petkunas suggested adding a recommendation that the City explore a brand which incorporates the strengths identified in the SWOT analysis. Chairman Sadvary agreed that is a good point.

Chairman Sadvary read the vision statement worked on by three Task Force members, “Southern Scottsdale, the original oasis of the desert, was founded by Winfield Scott as a place for healthy and prosperous living. That vision has been greatly enhanced by its position as a confluence of excellent housing stock with several historic designations, unique cultural and recreational attractions (Papago Park, Indian Bend Wash, Phoenix Zoo, and Desert Botanical Gardens) and dynamic economic drivers (historic Downtown Scottsdale, Salt River Pima/Maricopa Indian

Community, and Arizona State University). All of these factors provide the climate for a renaissance of the area that will surpass its original greatness with live, work, and play opportunities.”

Chairman Sadvary said he referred to the exercise they had two meetings ago where they were asked to state their vision for the area succinctly. The vision statement should be a framework for the rest of the report. He read his draft statement, “The McDowell Road corridor will be a vibrant gateway for southern Scottsdale that capitalizes on existing technology/education/employment core and diverse housing options, while attracting new mixed use activities including retail and entertainment. The City of Scottsdale will promote reinvestment and redevelopment opportunities by allowing for regulatory flexibility, ensuring a strong transit connection with the region and bolstering adjacent residential neighborhoods.”

Tom Mason distributed a vision statement he had drafted and sent to Rob Millar. Task Force members recalled Ed Gawf’s caveat about stating what makes this place unique. The first vision statement mentions local features that distinguish southern Scottsdale.

Vice Chairman Brueckner said a vision statement needs to be more concise and look more towards the future than the past. Jeremiah Foster reiterated Ed Gawf’s point that what they are doing must specifically relate to the area. Chairman Sadvary said from his perspective there is overlap. The vision should be how they see the area moving forward. It should be useful and something that all Task Force members can agree to. Jay Petkunas opined that they have a lot of good content and the vision statement needs to be concise and to the point with some distinction. The details should be fleshed out in the mission statement. He said the phrase “ensuring a strong transit connection with the region” could seem to be advocating something that in fact the Task Force did not recommend. Wendy Lyons suggested the vision statement should be short. She said that all they need to say is “McDowell corridor will surpass its original greatness with live, work, and play opportunities.”

Michael Fernandez told them he researched “vision statement” online. A vision statement looks at least five years into the future and defines the desired future state, one that may not even seem possible today. One example was President Kennedy’s statement that America would put a man on the moon by 1969. He liked Tom Mason’s draft, but it could be shortened by starting with “The McDowell corridor will surpass its original greatness with live, work, and play opportunities, capitalizing on SkySong’s technology/education/employment core. The reinvention of this corridor will continue to attract mixed use activities, restaurants, and retail for new as well as established residents and innovative businesses.”

VIRGINIA KORTE MADE A MOTION TO ADD TO THE VISION STATEMENT “THE MCDOWELL CORRIDOR WILL SURPASS ITS ORIGINAL GREATNESS WITH LIVE, WORK, AND PLAY OPPORTUNITIES.” WENDY LYONS SECONDED THE MOTION.

Vice Chairman Brueckner said although he agrees with brevity, this seems almost too short. Tom Mason’s vision statement contains some elements which he felt

Approved

should be included. He suggested combining elements from all three vision statements.

VIRGINIA KORTE WITHDREW THE MOTION.

MICHAEL FERNANDEZ MOVED THAT THE TASK FORCE ADOPT THE FOLLOWING VISION STATEMENT: “THE MCDOWELL CORRIDOR WILL SURPASS ITS ORIGINAL GREATNESS WITH LIVE, WORK, AND PLAY OPPORTUNITIES, WITH MIXED USE ACTIVITIES, RESTAURANTS, AND RETAIL FOR NEW AS WELL AS ESTABLISHED RESTAURANTS AND INNOVATIVE BUSINESSES.” NO ONE SECONDED THE MOTION.

Jay Petkunas asked for a few minutes of individual study to digest the various proposals. Chairman Sadvary agreed.

MICHAEL FERNANDEZ WITHDREW HIS MOTION.

Task Force members spent a couple of minutes reviewing the documents.

Paul Messinger said he has a very strong feeling about the very first sentence about post-war subdivision housing. He wondered about using the names in the vision statement.

Chairman Sadvary said this is so important that he wants everyone to weigh in. Then they will make a motion and vote.

Eric Larson said he came ready to vote for Chairman Sadvary's vision statement as it is drafted.

Michael Fernandez repeated that he likes what he stated in his motion. He would like to incorporate Paul Messinger's comment.

Wendy Lyons likes the historical aspect of what is written, but it does not belong in a vision statement. It should appear in the overall summary or introduction. She recommended that they say “Southern Scottsdale will surpass its original greatness with live, work, and play opportunities,” then talk about capitalizing on technology and education. The second sentence starting “The City of Scottsdale will promote” is not part of the vision.

Virginia Korte agreed with Wendy Lyons.

Saying he agrees with Wendy Lyons, Jay Petkunas added that he had a slight modification. He offered “The McDowell Road corridor will be a vibrant gateway for southern Scottsdale and will surpass its original greatness by capitalizing on the existing technology/education/employment core and diverse housing options, while attracting new mixed-use activities including retail and entertainment.”

Todd Hardy told the meeting that he views the vision statement as the one statement that would convince a business or family to relocate to the area. He said Tom

Approved

Mason's statement is the best; he would take the first sentence as the vision statement and the second sentence as the mission statement.

Chairman Sadvary liked what Jay Petkunas said, but also liked what Tom Mason wrote as an introduction to build up to the vision statement.

Vice Chairman Brueckner suggested taking what Tom Mason wrote, calling it "Background to Vision Statement," and removing the last bullet points, then adding Chairman Sadvary's language and making that the mission statement.

Tom Mason agreed with Jay Petkunas' comments.

Todd Foster liked what Chairman Sadvary wrote, with the incorporation of Jay Petkunas' remarks.

Sonnie Kirtley would like to replace "McDowell corridor" with "southern Scottsdale." The expression "south Scottsdale" should be removed anywhere it appears in the report. She advocated removing the reference to SkySong, since there are other employment centers in the area.

Chairman Sadvary reminded her that the charge from the City Council minutes is the McDowell corridor/southern Scottsdale.

WENDY LYONS MADE A MOTION THAT THE MISSION STATEMENT BE "SOUTHERN SCOTTSDALE WILL SURPASS ITS ORIGINAL GREATNESS WITH LIVE, WORK, AND PLAY OPPORTUNITIES. THE MCDOWELL ROAD CORRIDOR WILL BE A VIBRANT GATEWAY FOR SOUTHERN SCOTTSDALE THAT CAPITALIZES ON THE EXISTING TECHNOLOGY/EDUCATION/EMPLOYMENT CORE, AND DIVERSE HOUSING OPTIONS, WHILE ATTRACTING NEW MIXED USE ACTIVITIES INCLUDING RETAIL AND ENTERTAINMENT." VIRGINIA KORTE SECONDED THE MOTION.

Jay Petkunas suggested amending the punctuation to "technology, education, and employment core." Wendy Lyons agreed.

THE MOTION PASSED BY A VOTE OF ELEVEN (11) TO ONE (1). PAUL MESSINGER WAS OPPOSED.

Jay Petkunas urged that in the idea forum section on page 5 they strike the specific examples of people that they spoke to. He argued that this punishes groups who perhaps were less aggressive or were unable to attend a meeting. Vice Chairman Brueckner opined that this would provide some background information for City Council.

Tom Mason said he understands what Jay Petkunas is saying. Mr. Petkunas said it is just a suggestion. Chairman Sadvary said this belongs in the process section. Mr. Petkunas asked if the list of groups and people could be put in narrative form rather than bullet points. Chairman Sadvary agreed.

Virginia Korte said one presentation is missing from the list; the Discovery Triangle should be included

Referring to page 5, Sonnie Kirtley said City Council needs to know what the response rate was to the 700 mail pieces that the Task Force sent out. The number of people who attended the other meetings should also be mentioned. Chairman Sadvary agreed that is a good point. Jay Petkunas said one response from 700 letters suggests that the citizens are not very interested. He does not perceive interested citizens as a strength. Discussion followed.

Chairman Sadvary directed their attention to the revised map. This represents the work of Dave Richert and Ed Gawf's input, plus the education/employment core. He summarized that the goal of the map is to illustrate what is in the text.

Virginia Korte noted that the auto dealer core on Pima is not represented on the map.

PAUL MESSINGER MADE A MOTION TO APPROVE THE MAP AS PRESENTED, WITH THE ADDITION OF THE SCOTTSDALE COMMUNITY COLLEGE PROPERTY AT PIMA AND MCDOWELL. JEREMIAH FOSTER SECONDED THE MOTION.

Todd Hardy asked how the map will be referred to in the report. Rob Millar said it will be an exhibit in the presentation to City Council.

Sonnie Kirtley asked whether the Task Force ever discussed the Belleview Greenway. Virginia Korte said they talked about it briefly only as pedestrian connectivity to the open spaces.

Michael Fernandez said he will not be able to support the map because he does not agree with annexing the Papago Park Amphitheatre. This would just be an added expense for the City.

Jay Petkunas said that the rest of the page seems to be a conceptual rendering but the partial annexation of Papago Park is a yes or no question. He suggested removing the word "annexation."

Vice Chairman Brueckner agreed with Jay Petkunas' suggestion. Rob Millar pointed out that to be consistent they would also have to look at the mixed use hotel at 64th Street and McDowell. Paul Messinger expressed willingness to amend his motion to make those two changes. Mr. Petkunas said for him all they need to remove is the event center and the word "annexation."

PAUL MESSINGER AMENDED THE MOTION TO REMOVE THE EVENT CENTER AND THE WORDS "PARTIAL ANNEXATION" FROM PAPAGO PARK, AND THE MIXED USE HOTEL AT 64TH AND MCDOWELL. JEREMIAH FOSTER SECONDED THE AMENDMENT.

Approved

Rob Millar suggested changing "event center" to some other wording. Jay Petkunas said they could say "entertainment venue," which is less specific.

PAUL MESSINGER AMENDED THE MOTION TO USE THE EXPRESSION "ENTERTAINMENT VENUE" INSTEAD OF "EVENT CENTER." JEREMIAH FOSTER SECONDED THE AMENDMENT.

Virginia Korte said it is critical to give this map a title to make it clear that it is conceptual. Chairman Sadvary said the Mayor and Council are looking for fairly specific recommendations.

Erin Perreault pointed out that the map does not show the exploratory items that the Task Force is not necessarily recommending. The list of recommended heights is more specific. This map is really showing two sets of recommendations and one is more conceptual. She suggested putting the exploratory items on one map in the report. The more specific height recommendations should be shown on a second map. Jay Petkunas argued that showing everything on one map would be less confusing.

THE MOTION WAS RESTATED AS FOLLOWS: TO APPROVE THE CONCEPTUAL RENDERING (MAP) AS PRESENTED, BUT DELETE THE WORDS "PARTIAL ANNEXATION" FROM PAPAGO PARK, CHANGE "EVENTS CENTER" TO "ENTERTAINMENT VENUE," AND DELETE THE WORD "HOTEL" FROM THE MIXED USE AT 64TH STREET AND MCDOWELL. THE MOTION PASSED BY A UNANIMOUS VOTE OF TWELVE (12) TO ZERO (0). GEORGE ADAMS, JIM ATKINSON, AND ED GAWF WERE ABSENT.

3. Staff and Task Force Update (A.R.S. 38-431.02 (K)) (Discussion Only)

Rob Millar reminded them that the Task Force open house is next week and the joint meeting with City Council is on February 9. The public will be able to discuss the recommendations with staff and members of the Task Force at the open house. He urged Task Force members to attend if possible and to let him know when they plan to be there.

Chairman Sadvary said he will start off the presentation to City Council and then have other Task Force members make other parts of the presentation. He would like all the Task Force members to attend and participate. He noted that a final Task Force meeting is scheduled for Thursday, February 4. He questioned whether there is a need to hold that meeting. Rob Millar told them the Task Force report will be sent to City Council members on the afternoon of February 2.

SONNIE KIRTLEY MOVED TO CANCEL THE FEBRUARY 4 MEETING. SECONDED BY JEREMIAH FOSTER, THE MOTION PASSED BY A UNANIMOUS VOTE OF TWELVE (12) TO ZERO (0). GEORGE ADAMS, JIM ATKINSON, AND ED GAWF WERE ABSENT.

Since the report will be finalized prior to the open house, Tom Mason asked what the purpose of the open house is. Rob Millar explained that originally they planned to

Approved

hold it during the middle of the Task Force discussions. Nevertheless, this will give the public an excellent opportunity to provide feedback. Staff will tabulate public input and present it to City Council with the report. He assured Michael Fernandez that Task Force members will receive copies of the minutes of this meeting plus the revised recommendations. He undertook to work with Sonnie Kirtley and Jay Petkunas to ensure that the final version of the report mirrors the presentation format.

Chairman Sadvary clarified that the work study session with City Council on February 9 will be in the Kiva. Since confusion was noted, Jay Petkunas requested that staff send out a new email confirming full details of all the forthcoming meetings.

4. Public Comment (A.R.S. § 38-431.02(K))

Chairman Sadvary noted that no members of the public wished to comment.

5. Identification of Future Agenda Items

Chairman Sadvary noted there are no future agenda items. He thanked all the members of the Task Force for their hard work. He is optimistic that City Council will be impressed with the report.

ADJOURNMENT:

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 6:53 p.m.

Respectfully submitted,
A/V Tronics, Inc. DBA AVTranz

Approved